

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0114] in the original specification with the following amended paragraph:

[0114] Having created a functional model that is embodied in a working computer software program, companies may now purchase smaller quantities of data from parties. For example, a company may wish to receive the names of influential women over the age of forty[[,]] and living in New York City. The administrators of the invention may obtain 3,000,000 ~~million~~ names of individuals meeting these criteria from a third party. The 3,000,000 names are processed through the model[[,]] to obtain a more narrow pool of Influentials. A selection of the top 20% of names appearing in the model as likely Influentials (as determined in the processed described in FIG. 9) will yield 600,000 names. Under an agreement with a prominent third party data provider, the inventor pays for only 600,000 names. Presuming, as the underlying theory does, that Influentials are 10% of the population, and because 600,000 is 20% of the 3,000,000 names processed, the system will identify 150,000, or 50% of the total Influentials existing in the population.